

## ORDER



**Orders**  
**Order / Rev:** 50737  
**Alt Order #:** 09798026  
**Product Desc:** ROMNEY  
**Estimate:** 39  
**Flight Dates:** 08/22/12 - 08/28/12  
**Original Date / Rev:** 08/20/12 / 08/20/12  
**Order Type:** GENERAL

## Fox 30 JAX

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** American Rambler Pro  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant St.  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney/R/President  
**Demographic:** A35+  
**Product Codes:** Presidential Elections  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:00:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	21	\$7,180.00	\$6,103.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	21	\$7,180.00	\$6,103.00	0.00
<b>Totals</b>	<b>21</b>	<b>\$7,180.00</b>	<b>\$6,103.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
Fox 30 JAX	7%	\$7,180.00
Market	100%	\$102,571.43

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	0%	\$0.00
WJXX	13%	\$13,334.29
WTEV	39%	\$40,002.86
WTLV	41%	\$42,054.29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAWS	08/22/12	08/24/12	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PM	-- WTF--	:30	4	\$560.00	P-2	0.00	NM	4	\$2,240.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- WTF--			4			\$560.00		0.00			
E 2	WAWS	08/22/12	08/24/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	-- WTF--	:30	6	\$280.00	P-3	0.00	NM	6	\$1,680.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- WTF--			6			\$280.00		0.00			

Order / Rev:	50737
Alt Order #:	09798026
Flight Dates:	08/22/12 - 08/28/12

Advertiser:	Romney/R/President
Product Desc:	ROMNEY
Estimate:	39

**Fox 30 JAX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 2	WAWS	08/22/12	08/24/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM--WTF--	:30	6	\$280.00	P-3	0.00 NM	6	\$1,680.00
NEWS													
E 3	WAWS	08/22/12	08/24/12	M-F 11p-1130p Two And A Half Men	CM	11:00 PM-11:30 PM--WTF--	:30	6	\$250.00	P-2	0.00 NM	6	\$1,500.00
2.5 MEN													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	--WTF--		6		\$250.00		0.00			
E 4	WAWS	08/26/12	08/26/12	Su 11a-12p FOX News Sunday	CM	11:00 AM-12:00 PM-----S	:30	2	\$180.00	P-1	0.00 NM	2	\$360.00
FOX NEWS SUNDAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		2		\$180.00		0.00			
E 5	WAWS	08/26/12	08/26/12	Sa-Su 10p-1030p Sa-Su 10p-1030p	CM	10:00 PM-10:30 PM-----S	:30	2	\$560.00	P-2	0.00 NM	2	\$1,120.00
NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		2		\$560.00		0.00			
E 6	WAWS	08/26/12	08/26/12	Sa-Su 1030p-11p Action Sports 360	CM	10:30 PM-11:00 PM-----S	:30	1	\$280.00	P-3	0.00 NM	1	\$280.00
NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1		\$280.00		0.00			
											Totals	21	\$7,180.00